

## **Abstract**

- Title:** Marketing activities of ice hockey club HC Vagnerplast Kladno and the improvement suggestions
- Objectives:** The main goal is to propose measures which will, in accordance with the specifics of the Kladno hockey club to improve the marketing activities and cooperations with partners and fans.
- Methods:** Analysis of internal and external factor of sports organization, case study, document analysis, interview
- Results:** Suggestions and recommendations for improvements and streamlining activities in the marketing mix, working with partners and fans of the club
- Keywords:** marketing mix, sponsorship, interview, HC Vagnerplast Kladno

